LEO BURNETT COMPANY, *Inc.*

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The old cigarette holder.

It ain't what it used to be.

The old cigarette holders were a practical thing to have.

Like the crisp white tip on every Parliament. We tucked away the filter in a firm outer shell. So you'll taste the flavor without tasting the filter.

The cigarette holder. Parliament brought it up to date.

It works like a cigarette holder works.

Kings: 16 mg "tar," 1.0 mg. nicotine—
100's: 19 mg "tar," 1.3 mg. nicotine av. per cigarette.
FTC Report Aug '71

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Source: https://www.industrydocuments.ucsf.edu/docs/yqjp0003

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